



Which MBA? 18e: A Critical Guide to the World's Best MBA's (Paperback)

By George Bickerstaffe

Pearson Education Limited, United Kingdom, 2006. Paperback. Condition: New. 18th edition. Language: English . Brand New Book. Now in its 18th edition, Which MBA? is the most authoritative and prestigious guide to MBAs and executive education around the world. With an unbiased and detailed assessment of executive education degrees, this book, through its history of solid sales, is firmly established within the trade as one of the best. As with previous editions, there is a focus on different executive education programmes and the skills every future executive will need. In keeping with the changing market, this book reflects the shift from the standard MBA to more flexible options and discusses the delivery method of open and custom programmes with the use of case studies as support. Also included within the executive education element is an additional chapter on what the most popular industry sectors for MBAs to go into is, how important the MBA is to succeed in that particular sector and what particular skills the MBA imparts to help you succeed. As well as senior business executives, the authors have surveyed more than 20,000 students and alumni. Now you can benefit from their collective experience and discover how and...



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